

Rep Order# 9776215 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 44905

Printed: 10/23/2012 1:39 PM
Last Received: 10/23/2012 9:34 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 999
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //999
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-ALL MKGDS OK PER BUYER. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	TU-F	3P-4P	DEAL	:30	\$500.00	10/23-10/26	2	1	2	\$1,000.00	
		Sales Remark: V7 1X NA.										
		V7 Comment Changed, Spots/week Changed										
	*14	SU	4P-7P	NFL	:30	\$7,500.00	10/28-10/28	0	0	0	\$0.00	
		Sales Remark: V7 1X NA										
		V7 Comment Changed, Spots/week Changed										
	*22	SA	12P-330P	FTBLL	:30	\$500.00	10/27-10/27	2	1	2	\$1,000.00	
		Sales Remark: V7 MKGD.										
		V7 Added										
	*23	SU	1P-4P	NFL	:30	\$7,500.00	10/28-10/28	1	1	1	\$7,500.00	
		Sales Remark: V7 MKGD										
		V7 Added										

---REPORT TOTALS---

Report Totals: 5 / \$9,500.00

---SALES MONTHLY TOTALS---

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Oct 12: 35 / \$68,950.00 Nov 12: 6 / \$6,500.00

Sales Totals: 41 / \$75,450.00

Station Totals: 41 / \$75,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$243,387	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	22%
		WKRC	31%	WLWT	28%	WSTR	0%	WXIX	19%		

Books null
Demos RA35+

Rep Order# 9776215 Ver# 6 Status Returned
EC'd Yes

Traffic Order# 44905

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--- REMARKS ---

pls see line 1 another na on 10/27
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*1	TU-F	3P-4P	DEAL	:30	\$500.00	10/23-10/26	4	1	4	\$2,000.00	
			Station Remark:	V6 1x na 10/23 no time mg sat 12+330p 10/27 ncir big east fb anoth na on 10/27 mg sat 6-8a ncir 10/27 news								
	*14	SU	4P-7P	NFL	:30	\$7,500.00	10/28-10/28	1	1	1	\$7,500.00	
			Station Remark:	V6 1x na on 10/28 due to pgm change. MG 1x Sun 1/4p on 10/28 NCIR.								

---REPORT TOTALS---

Report Totals: 5 / \$9,500.00

---SALES MONTHLY TOTALS---

Oct 12: 35 / \$68,950.00 Nov 12: 6 / \$6,500.00
Sales Totals: 41 / \$75,450.00
Station Totals: 41 / \$75,450.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$243,387	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	22%
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Salesperson Phone# 202-955-5342
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WKRC	31%	WLWT	28%	WSTR	0%	WXIX	19%
------	-----	------	-----	------	----	------	-----

Books null
Demos RA35+

Connell II, Jim

From: ahoff@local12.com
Sent: Monday, October 22, 2012 2:36 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 44905

Station: WKRC-TV

Order Information:

Order #: 44905
Order Total: \$75,450.00
Agency: Mentzer Media Services
Advertiser: Crossroads Grass Root Political
Product: CROSSROADS GPS
Alternate Order #: 09776215
Estimate #: 999
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (44905-1-1):

Rate: \$500.00
Air Date: Wed 10/24/12
Eligible Days: -TWThF----
Inventory Code: Let's Make a Deal
Inventory Description: Let's Make a Deal
Inventory Code Time: 3:00 PM-4:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

1x Sat 6-8pm on 10/27 NCH

Rep Order# 9776215 Ver# 4 Status Returned
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Traffic Order# 44905

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--- REMARKS ---

pls see line 1
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*1	TU-F	3P-4P	DEAL	:30	\$500.00	10/23-10/26	4	1	4	\$2,000.00	
		Station Remark: V4 1x na 10/23 no time mg sat 12+330p 10/27 ncir big east fb										
	*14	SU	4P-7P	NFL	:30	\$7,500.00	10/28-10/28	1	1	1	\$7,500.00	
		Station Remark: V4 1x na on 10/28 due to pgm change. MG 1x Sun 1/4p on 10/28 NCIR.										

---REPORT TOTALS---

Report Totals: 5 / \$9,500.00

---SALES MONTHLY TOTALS---

Oct 12: 35 / \$68,950.00 Nov 12: 6 / \$6,500.00
Sales Totals: 41 / \$75,450.00
Station Totals: 41 / \$75,450.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$243,387	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	22%
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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

WKRC 31% WLWT 28% WSTR 0% WXIX 19%

Books null
Demos RA35+

Connell II, Jim

From: ahoff@local12.com
Sent: Friday, October 19, 2012 4:45 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 44905

Station: WKRC-TV

Order Information:

Order #: 44905
Order Total: \$75,450.00
Agency: Mentzer Media Services
Advertiser: Crossroads Grass Root Political
Product: CROSSROADS GPS
Alternate Order #: 09776215
Estimate #: 999
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (44905-1-3):

Rate: \$500.00
Air Date: Tue 10/23/12
Eligible Days: -TWThF----
Inventory Code: Let's Make a Deal
Inventory Description: Let's Make a Deal
Inventory Code Time: 3:00 PM-4:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

(x) Sat 12-3:30P (Res Est-Fri)
or 10/27 NCR

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 44905												
Line: 1												
10/25/12	Thursday	2:28:36 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	999	P-3	2	MWASH-
10/26/12	Friday	3:29:16 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	999	P-3	4	MWASH-
											\$1,000.00	2
Line: 2												
10/24/12	Wednesday	1:28:01 PM	:30	\$850.00		4p Local 12 News at Fo	4:00:00 PM-4:30:00 PM	CROSSROADS GPS	999	P-2	2	MWASH-
10/25/12	Thursday	1:05:06 PM	:30	\$850.00		4p Local 12 News at Fo	4:00:00 PM-4:30:00 PM	CROSSROADS GPS	999	P-2	3	MWASH-
10/26/12	Friday	1:27:21 PM	:30	\$850.00		4p Local 12 News at Fo	4:00:00 PM-4:30:00 PM	CROSSROADS GPS	999	P-2	1	MWASH-
											\$2,550.00	3
Line: 3												
10/23/12	Tuesday	5:19:17 PM	:30	\$1,200.00	OHSNTV	6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	3	MWASH-
10/24/12	Wednesday	5:04:19 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	1	MWASH-
10/25/12	Thursday	5:19:32 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	4	MWASH-
10/26/12	Friday	5:11:38 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	2	MWASH-
											\$4,800.00	4
Line: 4												
10/23/12	Tuesday	7:28:34 PM	:30	\$900.00	OHSNTV	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	1	MWASH-
10/24/12	Wednesday	7:22:14 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	3	MWASH-
10/25/12	Thursday	7:27:34 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	4	MWASH-
10/26/12	Friday	7:10:42 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	2	MWASH-
											\$3,600.00	4
Line: 5												
10/23/12	Tuesday	11:11:30 XM	:30	\$650.00	OHSNTV	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	1	MWASH-
10/24/12	Wednesday	11:11:00 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	2	MWASH-
10/25/12	Thursday	11:23:45 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	3	MWASH-
10/26/12	Friday	11:11:00 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	4	MWASH-
											\$2,600.00	4
Line: 6												
10/23/12	Tuesday	11:33:00 PM	:30	\$2,400.00	OHSNTV	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	1	MWASH-
10/24/12	Wednesday	11:11:26 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	4	MWASH-
10/25/12	Thursday	11:19:27 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	3	MWASH-
10/26/12	Friday	11:18:52 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	5	MWASH-
10/27/12	Saturday	11:05:35 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	2	MWASH-
10/28/12	Sunday	11:33:10 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	6	MWASH-
											\$14,400.00	6
Line: 7												
10/23/12	Tuesday	9:59:26 PM	:30	\$6,500.00	OHSNTV	Tue Reg 1	8:00 PM-9:00 PM	CROSSROADS GPS	999	P-2	1	MWASH-
											\$6,500.00	1
Line: 8												
10/26/12	Friday	10:43:00 PM	:30	\$5,000.00		Fri Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	999	P-2	1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 44905

Line: 8

				\$5,000.00							1	
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Line: 9

10/27/12	Saturday	2:47:50 PM	:30	\$1,500.00		Big East Football	12:00 PM-3:30 PM	CROSSROADS GPS	999	P-2	2	MWASH
10/27/12	Saturday	2:40:25 PM	:30	\$1,500.00		Big East Football	12:00 PM-3:30 PM	CROSSROADS GPS	999	P-2	1	MWASH
				\$3,000.00							2	

Line: 10

10/27/12	Saturday	3:28:26 PM	:30	\$1,200.00		Sat Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	999	P-3	1	MWASH
				\$1,200.00							1	

Line: 11

10/27/12	Saturday	3:28:45 PM	:30	\$2,000.00		Sat Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	999	P-3	1	MWASH
				\$2,000.00							1	

Line: 12

10/28/12	Sunday	5:58:46 AM	:30	\$1,800.00		Face the Nation	10:30 AM-11:00 AM	CROSSROADS GPS	999	P-1	1	MWASH
				\$1,800.00							1	

Line: 13

10/28/12	Sunday	1:39:12 PM	:30	\$7,000.00		AFC Regular Season	(1:00:00 PM-4:00:00 PM)	CROSSROADS GPS	999	P-3	1	MWASH
				\$7,000.00							1	

Line: 15

10/28/12	Sunday	3:40:38 PM	:30	\$5,000.00		Sun Reg 3	(9:00:00 PM-10:00:00 PM)	CROSSROADS GPS	999	P-3	1	MWASH
				\$5,000.00							1	

Line: 16

10/29/12	Monday	3:28:36 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	999	P-3	1	MWASH
				\$500.00							1	

Line: 17

10/29/12	Monday	1:28:26 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	CROSSROADS GPS	999	P-2	1	MWASH
				\$850.00							1	

Line: 18

10/29/12	Monday	3:28:11 PM	:30	\$1,200.00		6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	1	MWASH
				\$1,200.00							1	

Line: 19

10/29/12	Monday	7:10:12 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	1	MWASH
				\$900.00							1	

Line: 20

10/29/12	Monday	1:58:30 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	1	MWASH
				\$650.00							1	

Line: 21

10/29/12	Monday	1:25:52 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	1	MWASH
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[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 44905

Line: 21

				\$2,400.00							1	
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Line: 22

10/27/12	Saturday		:30	\$500.00		Big East Football	(12:00:00 PM-3:30:00	CROSSROADS GPS	999	P-4	1 MWASH-
10/27/12	Saturday		:30	\$500.00		Big East Football	(12:00:00 PM-3:30:00	CROSSROADS GPS	999	P-4	2 MWASH-

				\$1,000.00							2	
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Line: 23

10/28/12	Sunday		:30	\$7,500.00		NFL Regular Season	(1:00:00 PM-4:00:00	PCROSSROADS GPS	999	P-3	1 MWASH-
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				\$7,500.00							1	
				\$75,450.00							41	
				\$75,450.00							41	
				\$75,450.00							41	
				\$75,450.00							41	
				\$75,450.00							41	
				\$75,450.00							41	

[Filtered by:] [Sorted by: Station]